

# Minor in Entrepreneurship

Revised: Fall 2025



# Program Description and Foundation

The Minor in Entrepreneurship at JCU is a unique program that allows non-business as well as business students to acquire an entrepreneurial mindset that will enable them to start their own company, participate in a family business or develop innovative ideas in traditional settings. The program is tailored to students, based on their interests, capabilities, and objectives. Entrepreneurship lends itself to cross-disciplinarity and therefore combines well with any major.

The Minor is structured around three pillars:

## Entrepreneurial Foundations

Consisting of (1a) Early-Stage Entrepreneurship, which guides students through the ideation, validation, and business modeling process, or (1b) Entrepreneurial Ecosystems, a theoretical and interdisciplinary perspective on the study of entrepreneurship that stems from economics, psychology, geography, history, cultural studies, and policy making, and (2) Strategic Decisions in Entrepreneurship, a 'capstone' 400-level case-based course.

## Technology & Innovation

Entrepreneurship, technology, and innovation courses that help students understand the nature of an opportunity and the path to implementation.

## Skill Building

Skill-building or industry-specific courses that enable students to deepen their understanding of the context in which they wish to operate, as well as acquire skills they can deploy to pursue an entrepreneurial idea.

The minor can be tailored to specific interests, such as social change, art/beauty/culture, or technology, as indicated below.

# Learning Outcomes and Program Requirements

## Learning Outcomes for the Minor in Entrepreneurship

Students who successfully complete the minor will be able to:

- Understand the role and challenges of an entrepreneur
- Understand how to evaluate opportunities
- Systematically generate and evaluate business ideas
- Understand key elements of a successful entrepreneurial strategy
- Define a working business model
- Formulate and deliver a persuasive elevator pitch
- Develop their own entrepreneurial network



## Requirements for the Minor

There are four main paths in this minor, to tailor it to students' backgrounds, interests and needs:



### Entrepreneurial Mindset

Core entrepreneurial foundations and strategic thinking



### Social Innovation

For students interested in applying entrepreneurial tools to create social good



### Innovation in Art and Humanities

For students who want to apply entrepreneurship to these disciplines



### Innovation and Technology

For students interested in technology-driven entrepreneurship

The minor consists of six courses, selected based on the student's objectives for the minor, as indicated below for each of the paths.



### General Requirements for All Minors

1. No more than one grade of lower than a C- will be accepted in courses applying to the minor.
2. In the case of multiple minors, no course may apply to more than one minor.
3. No more than three courses may apply to both the major and the minor.
4. At least four courses must be taken in residence at John Cabot.
5. Requirements for the minor must be completed by the time of graduation.



# Entrepreneurial Mindset Path

## Two Mandatory Courses:

### **BUS 305 Early-Stage Entrepreneurship**

(Prerequisite: Sophomore Standing)

### **OR BUEC 336 Entrepreneurial Ecosystems**

(Prerequisite: Sophomore Standing)

### **BUS 410 Strategic Decisions in Entrepreneurship**

(Prerequisite: Junior Standing)

## Four Additional Courses from the following:

### Up to four of the following entrepreneurship/business related courses:

- For-Credit Internship in an Entrepreneurial Environment
- BUS 335 International Entrepreneurship (no pre-requisites)
- BUS 345 Innovation and Information Technology (no pre-requisites)
- BUMS 361 Social Networks and Media Management (no pre-requisites)
- BUEC 366 Entrepreneurial Ecosystems
- MEDIA 370 Digital Disruption: Technological Change and Digital Platforms
- FIN 312 Investment Analysis (pre-requisite: FIN 301)
- FIN 335 Entrepreneurial Finance (FIN 301 Finance recommended)
- MGBU 375 Entrepreneurship in Creative Industries (Prerequisites: Recommended MGT 301 or BUS 101 or BUS 301)
- MKT 304 New Product Management (pre-requisite MKT 301)
- MKT 340 e-Marketing (pre-requisite MKT 301)
- MKT 365 Industrial Marketing (Prerequisite: MKT 301)
- MKT 370 Entrepreneurial Marketing (no pre-requisites)
- MKT 372 Sales Management and Professional Selling (Prerequisite: MKT 301)
- **Courses that contain "entrepreneurship", "innovation" or "technology" in the title**

### Up to two of the following skill-building or domain-related courses:

- ARTDE 260 Foundations of 3D Design
- ARTDE 311 Advanced Graphic Design (pre-requisite ARTDE 101)
- ARTDE 330 Graphic Design: Corporate Identity and Branding (pre-requisite ARTDE 101)
- BUIS 260 Made in Italy: The Italian Business Environment
- COM 230 Foundations of Digital Video Production
- CS 131 Web Design II (pre-requisite CS 130)
- CS 160 Programming Concepts and Applications
- CS 302 Artificial Intelligence Concepts (pre-requisite CS 101)
- CS 320 Advanced Programming: Python (Prerequisite: CS 160)
- DMA 225 Principles of Motion Design and Visual Effects
- DMA 228 Sound Design for Media Arts
- DMA 322 Digital Storytelling and Community Engagement
- DMA 324 Introduction to Video Game Design
- DMA 325 Advanced post-production
- DMA 328 Promotional Videos
- DMA 328 Promotional Videos (pre-requisite COM 230)
- DMA 329 Advanced Sound Design for Film and Video (Prerequisites: DMA 228 or permission of the instructor)
- DMA 333 TV Studio Lab
- DMA 434 TV Production Practicum I (pre-requisites DMA 333, EXP 1015, professor recommendation)
- DMDJ 340 Podcast and Radio Production
- PSYCH 199 Science of Creativity

# Social Innovation Path

## Two Mandatory Courses:

### **MGT 345 Social Entrepreneurship**

(no pre-requisites)

### **MKT 355 Social Marketing and Fundraising**

(no pre-requisites)

### **OR BUEC 336 Entrepreneurial Ecosystems**

(Prerequisite: Sophomore Standing)

## Four Additional Courses from the following:

Up to four of the following entrepreneurship/business related courses:

- For-Credit Internship in an Entrepreneurial Environment
- BUS 305 Introduction to Entrepreneurship (no pre-requisites)
- BUS 335 International Entrepreneurship (no pre-requisites)
- BUS 342 Leadership, Mindfulness, and Emotional Intelligence (no pre-requisites)
- BUS 345 Innovation and Information Technology (no pre-requisites)
- BUS 410 Strategic Decisions in Entrepreneurship (BUS 305 or MGT 345 recommended)
- BUME 361 Social Networks and Media Management (no pre-requisites)
- BUEC 366 Entrepreneurial Ecosystems
- MEDIA 370 Digital Disruption: Technological Change and Digital Platforms
- FIN 312 Investment Analysis (Prerequisite: FIN 301)
- FIN 335 Entrepreneurial Finance (FIN 301 recommended)
- MKT 304 New Product Management (pre-requisite MKT 301)
- MKT 340 e-Marketing (pre-requisite MKT 301)
- MKT 355 Social Marketing and Fundraising (no pre-requisites)
- MKT 365 Industrial Marketing (Prerequisite: MKT 301)
- MKT 370 Entrepreneurial Marketing (no pre-requisites)
- MKT 372 Sales Management and Professional Selling (Prerequisite: MKT 301)
- **Courses that contain "entrepreneurship", "innovation" or "technology" in the title**
- Up to ONE ECON course that develops an understanding of a specific geographical context (e.g., ECON 343 Economics of China)

Up to two of the following skill-building or domain-related courses:

- ARNS 310 Environmental Archaeology and Paleoclimatology
- ARTDE 260 Foundations of 3D Design
- ARTDE 311 Advanced Graphic Design (pre-requisite ARTDE 101)
- ARTDE 330 Graphic Design: Corporate Identity and Branding (pre-requisite ARTDE 101)
- MEDIA 375 AI and Critical Art Practices: Ethics, Aesthetics, Labor (Prerequisites: COM 311 or permission of the instructor)
- COM 230 Foundations of Digital Video Production
- CS 131 Web Design II (pre-requisite CS 130)
- CS 160 Programming Concepts and Applications
- CS 302 Artificial Intelligence Concepts (pre-requisite CS 101)
- CS 320 Advanced Programming: Python (Prerequisite: CS 160)
- CSMG 310 Technologies and Strategies for the Sustainable Enterprise (Prerequisites: Placement into MATH 197 or completion of MATH 100 or MATH 101; Junior standing)
- DMA 322 Digital Storytelling and Community Engagement
- DMA 325 Motion Graphics and Visual Effects
- DMA 328 Promotional Videos
- DMA 333 TV Studio Lab
- DMA 434 TV Production Practicum I
- NATSC 290 Science and Urban Ecology
- POLSC 230 Human Rights
- POLSC 323 International Migration
- SOPL 207 Migration and Contemporary Society
- PSYCH 337 Stereotyping, Prejudice and Discrimination (Prerequisites: PSYCH 101; Recommended: PSYCH 334 or approval of instructor)
- SOIS 225 Sociology of Southern Italy

# Innovation in Art and Humanities Path

## Two Mandatory Courses:

### **BUS 305 Early-Stage Entrepreneurship**

(Prerequisite: Sophomore Standing)

### **OR BUEC 336 Entrepreneurial Ecosystems**

(Prerequisite: Sophomore Standing)

### **BUS 410 Strategic Decisions in Entrepreneurship**

(Prerequisite: Junior Standing)

## Four Additional Courses from the following:

Up to four of the following entrepreneurship/business related courses:

- For-Credit Internship in an Entrepreneurial Environment
- BUS 335 International Entrepreneurship (no pre-requisites)
- BUS 345 Innovation and Information Technology (no pre-requisites)
- BUEC 366 Entrepreneurial Ecosystems
- MEDIA 370 Digital Disruption: Technological Change and Digital Platforms
- ENLIT 288 Literature and Digital Humanities
- FIN 312 Investment Analysis (Prerequisite: FIN 301)
- FIN 335 Entrepreneurial Finance (FIN 301 Finance recommended)
- MGT 345 Social Entrepreneurship (no pre-requisites)
- MGBU 375 Entrepreneurship in Creative Industries (Prerequisites: Recommended MGT 301 or BUS 101 or BUS 301)
- MKT 304 New Product Management (pre-requisite MKT 301)
- MKT 340 e-Marketing (pre-requisite MKT 301)
- MKT 365 Industrial Marketing (Prerequisite: MKT 301)
- MKT 370 Entrepreneurial Marketing (no pre-requisites)
- MKT 372 Sales Management and Professional Selling (Prerequisite: MKT 301)
- **Courses that contain "digital humanities", "entrepreneurship", "innovation" or "technology" in the title**

Up to two of the following skill-building or domain-related courses:

- AH 271 Curating Museums and Galleries
- AH 273 Introduction to the History of Photography
- AH 285 Art from the 1990s To Today
- AH 384 The Moving Image in Art (One previous course in Art History or permission of the instructor)
- AH 391 Collection Building and Museum Studies (Prerequisite: One previous course in Art History)
- AHGD 284 Radical Women: Trailblazers in 20th-century Art
- ARTDE 260 Foundations of 3D Design
- ARTDE 330 Graphic Design: Corporate Identity and Branding (pre-requisite ARTDE 101)
- ARTDE 311 Advanced Graphic Design (pre-requisite ARTDE 101)
- ARCH 204 Technology of The Ancient World: Aqueducts, Armor, Automata
- CS 160 Programming Concepts and Applications
- CS 320 Advanced Programming: Python (Prerequisite: CS 160)
- CS 302 Artificial Intelligence Concepts (pre-requisite CS 101)
- MEDIA 375 AI and Critical Art Practices: Ethics, Aesthetics, Labor (Prerequisites: COM 311 or permission of the instructor)
- DMA 225 Principles of Motion Design and Visual Effects
- BUIS 260 Made in Italy: The Italian Business Environment
- BUME 361 Social Networks and Media Management COM 230 Foundations of Digital Video Production
- CS 131 Web Design II (pre-requisite CS 130)
- DMA 228 Sound Design for Media Arts
- DMA 322 Digital Storytelling and Community Engagement
- DMA 324 Introduction to Video Game Design
- DMA 325 Motion Graphics and Visual Effects
- DMA 328 Promotional Videos
- DMA 329 Advanced Sound Design for Film and Video (Prerequisites: DMA 228 or permission of the instructor)
- DMA 333 TV Studio Lab
- DMA 434 TV Production Practicum I
- CWDM 360 Creative Writing Workshop: Videogames
- DMDJ 340 Podcast and Radio Production
- PHIL 304 Philosophy of Art an Beauty
- PSYCH 199 Science of Creativity

# Innovation and Technology Path

## Two Mandatory Courses:

### **BUS 305 Early-Stage Entrepreneurship**

(Prerequisite: Sophomore Standing)

### **OR BUEC 336 Entrepreneurial Ecosystems**

(Prerequisite: Sophomore Standing)

### **BUS 410 Strategic Decisions in Entrepreneurship**

(Prerequisite: Junior Standing)

## Four Additional Courses from the following:

Up to four of the following entrepreneurship/business related courses:

- For-Credit Internship in an Entrepreneurial Environment
- BUS 335 International Entrepreneurship (no pre-requisites)
- BUS 345 Innovation and Information Technology (no pre-requisites)
- BUME 361 Social Networks and Media Management (no pre-requisites)
- BUEC 366 Entrepreneurial Ecosystems
- MEBU 385 Surveillance, Privacy and Social Identities: Practices and Representations
- MEDIA 370 Digital Disruption: Technological Change and Digital Platforms
- ECMK 361-1 Applied Data Analytics (Prerequisite: MATH 208)
- FIN 312 Investment Analysis (Prerequisite: FIN 301)
- FIN 335 Entrepreneurial Finance (FIN 301 Finance recommended)
- MGT 345 Social Entrepreneurship (no pre-requisites)
- CSMG 337 Cybersecurity and Data Privacy Management
- CSMG 338 Management and Information Systems
- MKT 304 New Product Management (pre-requisite MKT 301)
- MKT 340 e-Marketing (pre-requisite MKT 301)
- MKT 365 Industrial Marketing (Prerequisite: MKT 301)
- MKT 370 Entrepreneurial Marketing (no pre-requisites)
- MKT 372 Sales Management and Professional Selling (Prerequisite: MKT 301)
- **Courses that contain "entrepreneurship", "innovation" or "technology" in the title**

Up to two of the following skill-building or domain-related courses:

- ARTDE 260 Foundations of 3D Design
- ARTDE 311 Advanced Graphic Design (pre-requisite ARTDE 101)
- ARTDE 330 Graphic Design: Corporate Identity and Branding (pre-requisite ARTDE 101)
- BUME 361 Social Networks and Media Management
- MEDIA 335 Video Games: Culture & Industry
- MEDIA 370 Digital Disruption: Technological Change and Digital Platforms
- MEDIA 375 AI and Critical Art Practices: Ethics, Aesthetics, Labor (Prerequisites: COM 311 or permission of the instructor)
- PHME 320 Posthuman Studies: Philosophy, Technology, Media
- COM 230 Foundations of Digital Video Production
- CS 131 Web Design II (pre-requisite CS 130)
- CS 160 Programming Concepts and Applications
- CS 302 Artificial Intelligence Concepts (pre-requisite CS 101)
- CS 320 Advanced Programming: Python (Prerequisite: CS 160)
- CS 330 Algorithms and Data Structures (Prerequisites: One previous course in Computer Science)
- CSMG 310 Technologies and Strategies for the Sustainable Enterprise (Prerequisites: Placement into MATH 197 or completion of MATH 100 or MATH 101; Junior standing)
- CWDW 360 Creative Writing Workshop: Videogames
- DMA 225 Principles of Motion Design and Visual Effects
- DMA 322 Digital Storytelling and Community Engagement
- DMA 324 Introduction to Video Game Design
- DMA 325 Motion Graphics and Visual Effects
- DMA 328 Promotional Videos
- DMA 333 TV Studio Lab
- DMA 434 TV Production Practicum I
- DMDJ 340 Podcast and Radio Production
- PLLW 368 Intellectual Property Theory and Law
- PHIL 321 Bioethics
- PHIL 325 Ethics of Emerging Technologies

